



**PARNIYA SAEEDZADEH**

**Product Designer**

📍 Utrecht, The Netherlands



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## SUMMARY

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Multidisciplinary product designer with an IT background and 5+ years' experience in different international companies, working across several cross-functional teams with a strong focus on user-centric research.

I aim to deeply understand users to design **inclusive, accessible**, and user-centric **SaaS** products across **B2B, B2C**, and **B2B2C** models—supporting business growth through clear, intuitive, and functional design.

I'm currently based in the Netherlands, living with my Dutch partner and actively studying Dutch language at Volksuniversiteit. **I do NOT require visa sponsorship for employment.**

## WORK EXPERIENCE

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**UBERALL** (*Amsterdam, The Netherlands*)

SEP 2022 - Present

Product Designer

- Led one of the **largest AI projects**, achieving a key milestone by **improving the web app's desktop experience, retaining nearly churned partners**, and securing **\$500K in signed contracts**.
- Led 15+ projects and strategic initiatives for a **complex B2B SaaS** marketing platform, leading the design and enhancing UX across 4 squads ("Location Hub", "Social", "Locator" and "Mobile app" products) through **100+ usability and A/B tests**, consistently achieving **SUS scores above 70**.
- Improved "Locator's" **accessibility**, the only B2C product within the web platform, by revamping design system **components** with **WCAG-compliant** patterns, reducing inconsistencies and **cutting development story points by 50%**.
- Launched the mobile app **design system**, establishing **reusable components** and **documenting** usage patterns, and collaborating with **engineers** to ensure seamless implementation.
- **Increased mobile app adoption by 37%** and user **retention by 19.7%** in two years by simplifying navigation, redesigning the Publisher, Unified Inbox and optimizing the experience to cater to both single and multi-location managers, all informed by user and competitive analysis research and behavioral analytics.
- Facilitated **design sprints** and **collaborative workshops** with designers, engineers, and stakeholders to enhance collaboration and growth.
- Led and executed a **research study** to define mobile **user persona**, using interviews, segmentation analysis, and journey mapping to inform product roadmap and create tailored user flows for distinct personas.

**LOKAFY** (*Toronto, Canada*) - Remote from Milan, Italy

OCT 2020 - AUG 2022

UI/UX Designer

- Led end-to-end UX design for 3 key features on Lokafy's **B2C travel platform**, including the **booking flow, onboarding** and **dashboard**, improving usability and aligning with both business goals and tech constraints.
- Ran **3 rounds** of targeted **usability testing** to improve Lokafyer **onboarding** experience, resulted in **increasing adoption by 21.4%** and **cutting support tickets by almost 25%**.
- Conducted **50+ user interviews** and analyzed **Hotjar heat-maps**, and **survey results** to uncover Lokafyer (Locals) **onboarding** pain points and inform user-focused design improvements.
- Translated **user and competitor research** into actionable design decisions for the **booking flow** for Lokafyers, **reducing manual coordination by 70%** and **improving team-client communication**.
- Redesigned the dashboard which **improved user satisfaction by 35%** (based on survey) and a **16% boost in daily active usage** (based on Google Analytics), driven by UI enhancements, simplified navigation, and continuous feedback loops with stakeholders.
- Designed **200+ wireframes** in Figma across **desktop**, iterating based on feedback that refined UX and speed up development handoffs.

PRODUCT FACTORY (Tehran, Iran)

NOV 2019 - JUN 2020

UI/UX Designer

- Ran **10+ discovery interviews** and **+5 usability tests** with high-fidelity prototypes, turning insights into actionable improvements that **cut user friction by 31%** based on follow-up surveys and **boosted daily active users by 15.5%**.
- Conducted **competitive analysis research** of 10+ competitors to identify market gaps and define a unique value proposition that helped to achieve **product-market fit** and guide **strategic roadmap decisions**.
- Led **workshops** and **stakeholder interviews** to create user stories, personas, and journey maps for the to-do-list mobile app, aligning design with business goals to boost daily active users and reduce user's friction.

PELAKINO DEPARTMENT (Tehran, Iran)

FEB 2017 - NOV 2019

Digital Product and Creative Designer

- Supported the **visual design** process by creating **icons** and **illustrations** using Adobe Illustrator and Photoshop, contributing to cohesive **brand visuals** across marketing and product materials.
- Created & visualized **100+ artboards** with **sketches, low and high-fidelity wireframes** to **support UI/UX development**.
- Contributed to a **24.6% increase in user growth** over two years by improving onboarding usability for the desktop platform, and supporting visually compelling marketing assets in collaboration with cross-functional teams.

ATTAR INSTITUTE (Tehran, Iran)

FEB 2015 - JAN 2017

English Teacher

EDUCATION

POLITECNICO DI MILANO (Milan, Italy)

Master of Science in Telecommunication Engineering (equivalent to Master of Science in Computer Science in NL)

ALZAHRA UNIVERSITY OF TEHRAN (Tehran, Iran)

Bachelor of Science in Computer Engineering - IT Engineering

SKILLS

TECHNICAL SKILLS

**Design Expertise :** Workshop Facilitation - Fast & Advanced prototyping - Wireframing - Usability Testing - Accessibility (WCAG) - Inclusive Design - Interaction Design

**Design Tools:** Figma - Adobe XD - Adobe Suite - Zeplin - Miro - Whimsical

**Front-end Development Skills:** HTML 5 - CSS 3 - Bootstrap - Java script - JQuery

**Data Analysis Tools:** HotJar - UXCam - Google Analytics - Heap - Pendo - Dovetail - Maze

**Task Management Tool:** ClickUp - Jira

**Other Tools:** Microsoft offices - Confluences - Zeroheight

SOFT SKILLS:

Conflict Management  
Decision Making  
Agile Methodologies  
Work under Pressure  
Cross-Functional Relationship  
Stakeholder Management

LANGUAGES

**English:** Fluent     **Persian:** Native     **Dutch:** A2     **Italian:** Basic

CERTIFICATES

**Certification of Participation** (UXLx: User Experience Lisbon) - May 2024

**Design Accessibility** (Uxcel) - Jan 2024

**Verified Designer Assessment** (Uxcel) - Feb 2023

**UX Deep Dive: Analyzing Data** (LinkedIn) - Jan 2023

**Design Thinking: Testing and Refining** (LinkedIn) - Jan 2023

**Figma: Handing off to Developers** (LinkedIn) - Jan 2023